

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

*(use as many sheets as necessary)*

Sheet	1	of	2
-------	---	----	---

**Complete if Known**

Application Number	Not Yet Assigned
--------------------	------------------

Filing Date	October 1, 2003
-------------	-----------------

First Named Inventor	Brian Shield
----------------------	--------------

Group Art Unit	Not Yet Assigned
----------------	------------------

Examiner Name	Not Yet Assigned
---------------	------------------

Attorney Docket Number	W2100/280782
------------------------	--------------

## U.S. PATENT DOCUMENTS

[illegible]

## FOREIGN PATENT DOCUMENTS

[illegible]

**Examiner  
Signature**

/Mohammad Ali/

Date Considered

06/07/2006

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04.

<sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). \* For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. \* Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

**Burden Hour Statement:** This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.**

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet

2

of

2

**Complete if Known**

Application Number	Not Yet Assigned
Filing Date	October 1, 2003
First Named Inventor	Brian Shield
Group Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	W2100/280782

**OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
MA		NIELSEN MEDIA RESEARCH: "About Nielsen Media Research," September 15, 2003, pp. 1-3, <a href="http://www.nielsenmedia.com/about_us.html">www.nielsenmedia.com/about_us.html</a>	
MA		NIELSEN MEDIA RESEARCH: "Directory of ZIP Codes by Local Markets," October 1, 2003, p. 1, <a href="http://www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html">www.nielsenmedia.com/reports_available/directory_of_zip_codes_by_local_market/zipsbydma.html</a>	
MA		GREATDATA.COM: "Nielsen DMA Codes," September 17, 2003, p. 1, <a href="http://www.softwaretools.com/nielsendmacodes.php">www.softwaretools.com/nielsendmacodes.php</a>	
MA		ERIC ROTHENBUHLER: "Market," September 17, 2003, pp.1-2, <a href="http://www.museum.tv/archives/etv/M/html/M/market.htm">www.museum.tv/archives/etv/M/html/M/market.htm</a>	

Examiner  
Signature

/Mohammad Ali/

Date  
Considered

06/07/2006

\* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.